

College and University Flu Vaccination Toolkit

ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. You are in a unique position to help spread the word about this important vaccine to college-age students, and MDCH would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

According to data from the Michigan Care Improvement Registry (MCIR), coverage levels among individuals 18-24 years of age are low, reaching only 9% during the 2012-13 flu season⁺.

College/university students are at a unique risk of contracting the flu due to lifestyle factors. Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu especially easy to spread at college. Further, lack of sleep, not eating healthy, and not exercising regularly can weaken the immune system, making these young adults more vulnerable to the flu.

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDCH would like to challenge you to ramp up your flu vaccination efforts this season!

Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtney Londo, Adolescent and Adult Immunization Coordinator, at londoc1@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at devitas1@michigan.gov.

LET US KNOW HOW YOU ARE DOING!

- ◆ What are your plans for the current flu season?
- ◆ How has flu vaccine uptake among students been in the past?
- ◆ What are your goals in vaccinating the young adult population?
- ◆ What barriers do you currently face?
- ◆ Take our five minute survey at <https://www.surveymonkey.com/s/flucollege>

⁺Reporting of adult immunization data into MCIR is strongly recommended and is considered an immunization best practice. Adult immunization coverage levels may be under-represented in MCIR due to lack of reporting.

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FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinics' dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtney Londo at londoc1@michigan.gov

A PERSONAL STORY FROM NIKO YAKSICH, BROTHER OF ALANA YAKSICH

How did the flu impact you personally?

In 2003 I lost my sister Alana to the flu. She was a perfectly healthy 5 year old girl, and in the blink of an eye she was gone.

The day that she passed away she had woken up with a fever and was feeling a little under the weather. By the end of the day she was feeling much better and was running around with me. It was as though she had never even been feeling under the weather and she was back to normal. She was not back to normal though.

As I slept that night my sister was being rushed to the hospital with a fever of 105. The doctors said that there was nothing they could do and that the flu had caused swelling to her brain. By the following night I had lost my sister and my family's life would be changed forever.

Continued on page 3

STRATEGIES TO DRIVE DEMAND FOR FLU VACCINATION AMONG COLLEGE/UNIVERSITY STUDENTS

Recommend Vaccines and Provide Multiple Vaccines at a Single Visit

- Recommend influenza vaccine to your patients. A health care provider's recommendation to vaccinate has a significant influence on patients.
- Give influenza vaccine with other needed immunizations, such as tetanus, diphtheria, acellular pertussis (Tdap), human papillomavirus (HPV), meningococcal conjugate vaccines, and others.

Reduce Financial Barriers

- Offer flu vaccine at no charge if possible.
- Have a system in place to bill multiple health plans to ensure a variety of health care insurance providers are accepted at your facility.
- Provide the option to bill vaccines administered at your facility to students' university accounts.

Make Vaccination Convenient

- Organize flu vaccination clinics at a variety of locations and times across campus. Heavily promote these clinics through posters, flyers, e-mails to students, letters to parents, student newspaper articles, etc.
- Organize flu-specific vaccination clinic days. Promote clinics in conjunction with other high profile, on-campus activities such as sporting events.
- Offer flu vaccine during extended hours.
- Designate a specific clinic room or area for flu administration appointments and walk-ins.
- Schedule flu vaccination clinics in December and later. Encourage students to, "stay healthy during final exams" by holding clinics a couple of weeks prior to the end of the semester.

Drive Demand for Vaccine

- Communicate to students the importance of annual flu vaccination.
- Promote flu vaccine (and vaccinations in general) as strongly as you would any other important preventive health service, like pap smears, physicals, STD counseling, etc.
- Educate and dispel myths surrounding flu vaccine.
- Utilize the posters and flyers in this kit to raise awareness of flu disease, the importance of vaccination, and the timing of upcoming clinics.
 - Hang posters throughout a variety of locations on-campus, including cafeterias, residence halls, exercise facilities, and classrooms, as well as your health center.
 - Don't assume they will come to you! Go out into your campus community and find students where they currently are.
- Use social media such as Facebook and Twitter to promote flu clinic times and offerings. Sample messages are included in this kit.
- Post flu clinic times and offerings on your website. Make clinics convenient and information on those clinics easy-to-find.
- Participate in health fairs on-campus. Ask local families affected by the flu, like the [Yaksich family](#), to share their story at your booth.



NIKO'S STORY CONTINUED

Why is it important for college-aged young adults to get vaccinated?

I think it's important for everyone to get vaccinated. The flu vaccine is made from a dead or weakened viruses, which means that it cannot cause the flu.

Some people don't like shots and don't want to get vaccinated for that reason. There is a nasal spray that is offered, so saying you don't like needles is not an excuse.

More than 200,000 people nationwide are hospitalized each year from the flu and an average of 23,600 die. This is something that needs to be taken seriously. Getting vaccinated can prevent you from dying or getting sick. What benefit does not getting vaccinated serve? Why flirt with death when there is a simple and easy way to prevent it?

Continued on page 4

STRATEGIES CONTINUED

Partner with Groups on Campus

- Coordinate with University Relations to send e-mails to your student body regarding upcoming clinics and events.
- Collaborate with medical and nursing schools, schools of public health, communication and marketing schools, and other on-campus degree programs to spread the word about the importance of vaccination.
- Partner with various programs to create a student-led and designed flu vaccination awareness campaign. Young adults are a key resource in helping to develop effective messages that resonate with their peers.
- Host student interns in your health center and give them responsibilities related to your flu campaign (e.g., hanging posters, developing materials, updating websites, collaborating with programs and groups on-campus).
- Partner with residence hall associations to include information on your flu clinics on bulletin boards. Encourage residence halls to have a "flu vaccination awareness month" bulletin board and provide a kit with posters, clinic times and offerings, and other relevant information.
- Hold a flu clinic during welcome week and encourage involvement from fraternities, sororities, and other on-campus organizations.

Make Getting More Students Vaccinated a Competition

- Collaborate with rival schools to encourage a flu vaccination competition among students, similar to the annual Blood Battle hosted by the American Red Cross.
- Encourage competition among various departments and colleges on-campus (e.g., public health students, nursing students, engineering students, etc.).
- Offer incentives! Students respond to incentives, such as a raffle for a free iPad, a gift card to a local store, tickets to an upcoming sports or community event, etc. Often, grants to purchase these incentives are available through corporations or the pharmaceutical industry.

NIKO'S STORY CONTINUED

What would you say to people that think the flu isn't serious?

I think that my story shows just how serious the flu can be. My sister had no previous problems with her health. She was a perfectly normal 5-year-old girl. This virus can kill and it can kill fast. You need to get vaccinated to prevent the same thing that happened to my family from happening to you. No one should have to go through the pain and tragedy that a loss like this brings on.

Read other stories at www.familiesfightingflu.org



Niko Yaksich, brother of Alana



Alana Yaksich, died of influenza
at 5 1/2 years of age
www.alanasfoundation.org

STRATEGIES TO DRIVE DEMAND FOR FLU VACCINATION AMONG COLLEGE/UNIVERSITY STUDENTS CONTINUED

Use Standing Orders

- Utilize or develop standing orders for vaccine-only visits. Standing orders authorize nurses and pharmacists to administer vaccines to all persons meeting certain criteria, thus eliminating the need for individual physician orders for each patient.
- Successful standing orders programs include the following:
 - Protocol to identify eligible patients
 - Procedures to provide information on the risks and benefits of vaccines
 - Protocol to record refusals or contraindications
 - Approved vaccine delivery protocol
 - Quality assurance and documentation procedures
- Download templates for standing orders at: <http://www.immunize.org/standing-orders/>

Do Not Miss an Opportunity to Administer Vaccines

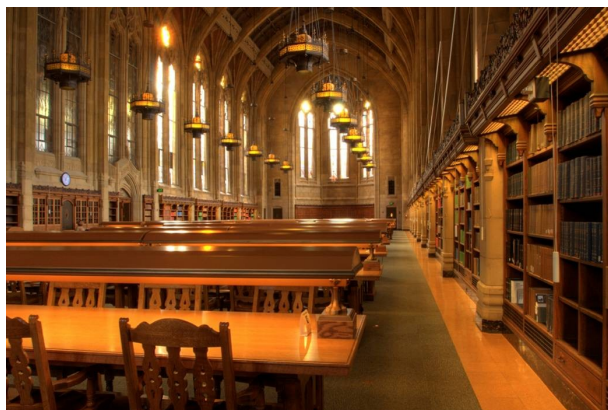
- Use every single opportunity (both well and sick visits) to vaccinate.
- Mild acute illness with or without fever is not a contraindication to vaccination.

Use Reminder and Recall Tools to Get Patients into the Office

- Document doses administered in the Michigan Care Improvement Registry (MCIR).
- Send reminder/recall letters to patients through the registry. Reminder/recall works and is a proven strategy to increasing immunization coverage levels. Quick and simple tip sheets on how to conduct reminder/recall are available at www.mcir.org.
- Utilize the .CSV file download in MCIR to send auto-dialer phone reminders to students (if your clinic is already set-up with this service).

Assess Your Vaccination Efforts and Provide Feedback to Those Who Can Affect Change

- Regularly monitor your progress by tracking the number of influenza vaccine doses administered to students.
- Compare current flu vaccination trends with data from previous seasons.
- Evaluate your efforts, determine progress made, and set new goals.



KEY MESSAGES TO PROMOTE FLU VACCINATION

If you can't make it to the health center, vaccines are available at a variety of convenient locations. To find flu vaccine near you, visit <http://vaccine.healthmap.org>.

The Affordable Care Act keeps young people covered under their parents' health insurance until age 26. Insurance generally pays for vaccines, but there could be co-pays or deductibles depending on the plan.

Vaccination is the first and most important step to protect against the flu. Everyone aged 6 months and older should get a flu vaccination each year to protect themselves and their loved ones against the flu.

It takes about two weeks after vaccination for the body's immune system to fully respond and for you to be protected.

Adults between the ages of 19 and 24 were hit particularly hard by the 2009 H1N1 virus. This virus is expected to continue circulating during the 2013-14 flu season, along with other influenza viruses.

The flu is serious. The flu is a contagious disease which affects the lungs and can lead to serious illness, including pneumonia. While pregnant women, young children, older people, and people with certain chronic medical conditions like asthma, diabetes and heart disease are at increased risk of serious flu-related complications, even healthy people can get sick enough to miss work or school for a significant amount of time or even be hospitalized.

The flu vaccine cannot give you the flu. The most common side effects from a flu shot are a sore arm and maybe a low fever or achiness. The nasal-spray flu vaccine might cause congestion, runny nose, sore throat, or cough. If you do experience them at all, these side effects are mild and short-lived. And that's much better than getting sick and missing several days of school or work or possibly getting a very severe illness and needing to go to the hospital.

Flu seasons are unpredictable. They can begin early in the fall and last late into the spring. **As long as flu is in the community, it's not too late to get vaccinated, even during the winter.** If you miss getting your flu vaccine in the fall, make it a New Year's resolution—flu season doesn't usually peak until January or February and can last until May. The flu vaccine offers protection for you all season long.

The very minor pain of a flu shot is nothing compared to the suffering that can be caused by the flu. The flu can make you very sick for several days; send you to the hospital, or worse. For most healthy, non-pregnant people ages 2 through 49 years old, the nasal-spray flu vaccine is a great choice for people who don't like shots. Either way, a shot or spray can prevent you from catching the flu. So, whatever little discomfort you may feel from the minor side effects of the flu vaccine is worthwhile to avoid the flu.

Flu vaccines are safe. Flu vaccines have been given for more than 50 years and they have a very good safety track record. The safety of flu vaccines is closely monitored by the Centers for Disease Control and Prevention and the Food and Drug Administration. Hundreds of millions of flu vaccines have been given safely.

STAY UP-TO-DATE THROUGHOUT THE FLU SEASON!

Click on the links below to find the latest influenza materials and resources. Flu seasons are unpredictable, therefore it's important to stay up-to-date throughout the entire season.

State Resources

MDCH Flu Website:

www.michigan.gov/flu

[MDCH Flu Gallery](#)

MDCH Free Print Resources for Extending the Flu Vaccination Season ([Monthly Flu Posters](#))

MDCH [2013-14 Flu Season Materials](#) for Health Care Personnel

[FluBytes Weekly Newsletter](#)

[MI Flu Focus Surveillance Newsletter](#)

National Resources

CDC Flu Website:

www.cdc.gov/flu

[CDC Free Print Resources for Young Adults](#)

[CDC Flu Vaccine Effectiveness](#)

SAMPLE E-MAIL PROMOTING FLU VACCINATION AND UNIVERSITY FLU CLINICS TO STUDENTS

SUBJECT: Stay Healthy This Semester - Convenient, On-Campus Flu Vaccine Clinics

College students are at a unique and increased risk to catching serious illnesses, like the flu. Close contact through dorms, classrooms, public transportation, parties, and sports events make flu particularly easy to spread. Flu is not the common cold. In fact, even healthy people get the flu and it can be very serious, resulting in hospitalization or even death.

Getting sick will cause you to miss class, social functions, and even work. Simply put, you can't afford to go unvaccinated this year.

The [insert college/university health center name] is holding on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]
[insert day, time, and location]
[insert day, time, and location]

Getting vaccinated is easy. Simply stop by these locations to receive your annual flu vaccine and ensure you stay healthy throughout the fall and winter months.

Flu shots cost [insert dollar amount] and the [insert college/university health center name] bills the following insurance plans [insert insurance plan names]. [Insert information on flu vaccines available to students – e.g., flu nasal spray, flu shot].

[Insert college/university health center name] also accepts walk-ins during [insert days and times]. Appointments to receive flu vaccine can be made by calling [insert phone number]. For more information visit [insert college/university health center website]. Don't delay! Get vaccinated today.



SAMPLE REMINDER E-MAIL PROMOTING FLU VACCINATION AND UNIVERSITY FLU CLINICS TO STUDENTS

SUBJECT: Stay Healthy This Semester - Convenient, On-Campus Flu Vaccine Clinics

The [insert college/university health center name] is holding on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]
[insert day, time, and location]
[insert day, time, and location]

Getting vaccinated is easy. Simply stop by one of these locations to receive your annual flu vaccine and ensure you stay healthy throughout the fall and winter months.

Flu shots cost [insert dollar amount] and the [insert college/university health center name] bills the following insurance plans [insert insurance plan names]. [Insert information on flu vaccines available to students – e.g., flu nasal spray, flu shot].

[Insert college/university health center name] also accepts walk-ins during [insert days and times]. Appointments to receive flu vaccine can be made by calling [insert phone number]. For more information visit [insert college/university health center website].

Don't miss class, social functions, or work because you are sick with the flu. Get vaccinated today!

SAMPLE LATE FALL/EARLY WINTER E-MAIL PROMOTING FLU VACCINATION AND UNIVERSITY FLU CLINICS TO STUDENTS

SUBJECT: *It's Not Too Late to Get Vaccinated: Convenient, On-Campus Clinics*

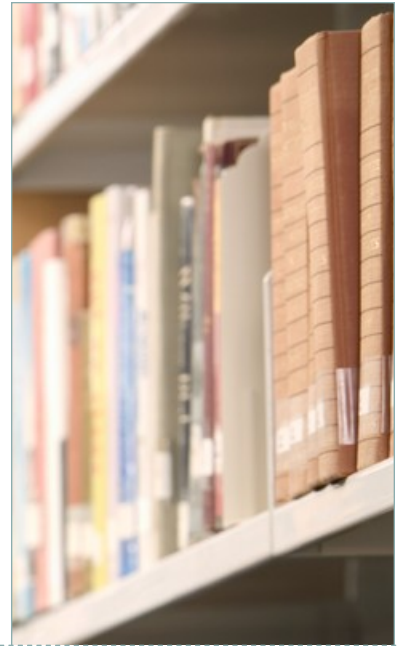
Did you know that flu season usually peaks in February or later? It's not too late to get vaccinated and *[insert college/university health center name]* is holding convenient, on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]

[insert day, time, and location]

[insert day, time, and location]

Getting vaccinated is easy. Simply stop by these locations to receive your annual flu vaccine and ensure you stay healthy throughout the winter months.



It's not too late to vaccinate throughout the fall and winter months. Flu typically peaks in February or later, so be sure to keep your vaccination efforts going into the winter/spring semester.

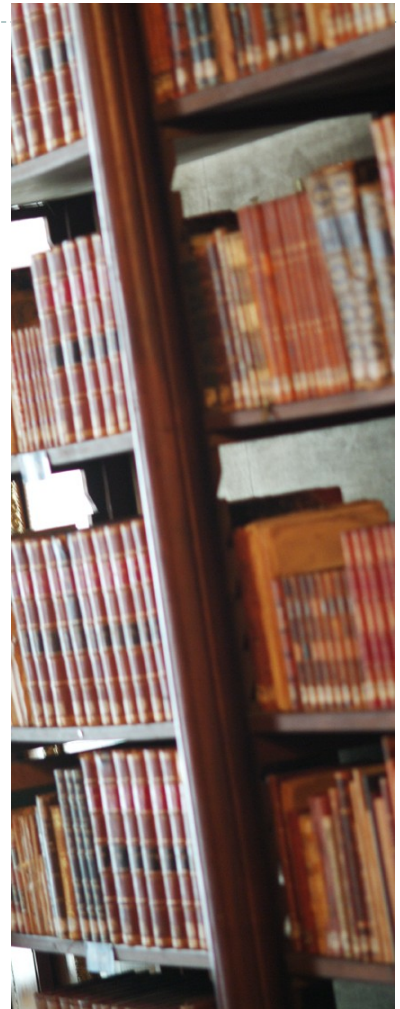
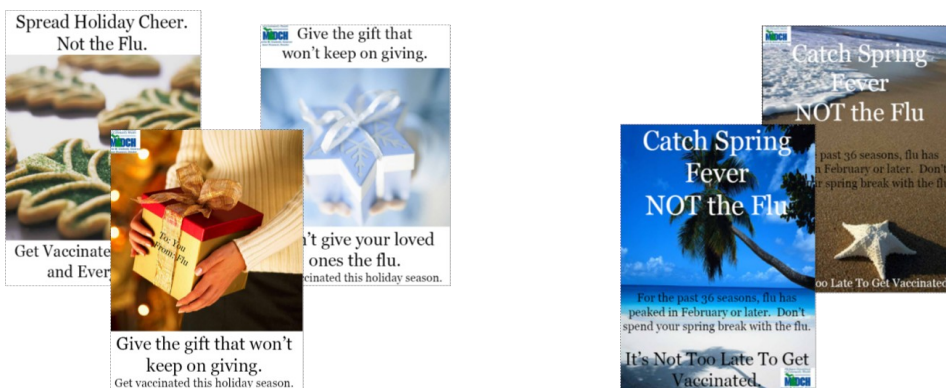
Flu shots cost *[insert dollar amount]* and the *[insert college/university health center name]* bills the following insurance plans *[insert insurance plan names]*. *[Insert information on flu vaccines available to students – e.g., flu nasal spray, flu shot].*

[Insert college/university health center name] also accepts walk-ins during *[insert days and times]*. Appointments to receive flu vaccine can be made by calling *[insert phone number]*. For more information visit *[insert college/university health center website]*.

Don't miss class, social functions, or work because you are sick with the flu. Get vaccinated today!

MONTHLY FLU POSTERS

MDCH has monthly flu posters available to help you promote flu vaccination throughout the entire flu season—into the winter and spring months. To download posters, visit www.michigan.gov/flu and click on “flu gallery.” Or simply print the posters found in this toolkit.



STATE AND NATIONAL IMMUNIZATION RESOURCES

Utilize the resources below to stay current regarding other vaccines needed for college aged young adults.

State Resources

MDCH Immunization Website:

www.michigan.gov/immunize

[Fall Regional Immunization Conferences](#)

[Michigan Immunization Timely Tips \(MITT\) Newsletter](#)

[Immunization Education Opportunities for Health Care Personnel](#)

[Letter to Colleges and Universities on Immunizations and Serology](#)

AIM Provider Toolkit:
www.aimtoolkit.org

[Helping Adults Pay for Vaccines](#)

National Resources

GetVaxed.Org

[Immunization Action Coalition](#)

[HealthMap Vaccine Finder](#)

Personal Stories

[Alana's Foundation](#)

[Families Fighting Flu](#)

[Shot by Shot](#)

SAMPLE NEWS RELEASE/ARTICLE FOR STUDENT NEWSPAPER, FLU-SPECIFIC

Stay Healthy This Semester: Get Vaccinated Against the Flu

College students are at a unique and increased risk to catching serious illnesses, like the flu. Close contact through dorms, classrooms, public transportation, parties, and sports events make flu particularly easy to spread.

Flu is not the common cold. In fact, even healthy people can get the flu and it can be very serious, resulting in hospitalization or even death.

Getting sick will cause you to miss class, social functions, and even work. Simply put, you can't afford to go unvaccinated this year.

The *[insert college/university health center name]* is holding on-site flu vaccination clinics during the following days and times.

[insert day, time, and location]
[insert day, time, and location]
[insert day, time, and location]

"Flu vaccination is not just for children and the elderly. Even healthy young adults need protection against this serious disease," said *[insert name of college/university health center physician]*. "The truth is you never outgrow the need for immunizations."

Getting vaccinated is easy. Simply stop by these locations to receive your annual flu vaccine and ensure you stay healthy throughout the fall and winter months.

Don't delay! Get vaccinated today.

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Sample News Release/Article for Student Newspaper, All Vaccines

Even Healthy Young Adults Need Vaccines

Think you outgrew the need for vaccines when you graduated from high school and moved out of your parents' house? Not so. Every year, thousands of adults in the United States suffer serious health problems, are hospitalized, or even die from diseases that could have been prevented by vaccinations.

To recognize the importance of immunizations throughout life – and to help remind young adults that they need vaccines, too – the *[insert name of college/university health center]* is offering convenient, easy-to-access vaccination clinics right here on campus. This is the perfect opportunity to make sure you are protected against diseases like flu, whooping cough, tetanus and human papillomavirus (HPV, which causes most cervical cancers, anal cancer, and genital warts).

Some vaccines may be recommended for adults because of particular job or school-related requirements, health conditions, and lifestyle or other factors. If you are planning on visiting or living abroad, you may need certain vaccinations depending on where you will be traveling to.

[Insert name of health center, and clinic dates, times, and locations].

“Immunizations are not just for children. Even healthy young adults need protection against vaccine-preventable diseases,” said *[insert name of college/university health center physician]*. “The truth is you never outgrow the need for immunizations.”

To find out which vaccines might be right for you and where you can get vaccinated, visit *[insert college/university health center website and/or CDC website]* or call *[insert phone number]*.

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SOCIAL MEDIA: SAMPLE TWEETS

Here are sample Twitter messages. Use 120 characters or less to allow room for a shortened URL.

Get the annual flu vax even if you got it last year – or risk missing class and social life.

Even healthy people can get the flu and it can be serious. Get vaccinated today.

Flu vaccine is the single best way to prevent the flu. Even healthy young adults need flu vaccine.

College age young adults need vaccines to prevent serious diseases. Are you protected?

www.cdc.gov/vaccines/adults/rec-vac/college.html

What vaccines do you need? Take this CDC quiz: <http://www2.cdc.gov/nip/adultimmsched/>

19 or older? Get vaxed! Find out which vax you need and where to get them. Funny vids, good info @

www.GetVaxed.org

**THANK YOU FOR ALL
YOU DO TO PROTECT
STUDENTS FROM
VACCINE-
PREVENTABLE
DISEASES!**

We are here to serve as a resource for you! Please do not hesitate to contact MDCH regarding any questions or comments you may have about this toolkit.

Get to know your [local health department](#) immunization staff, as they are an invaluable resource.

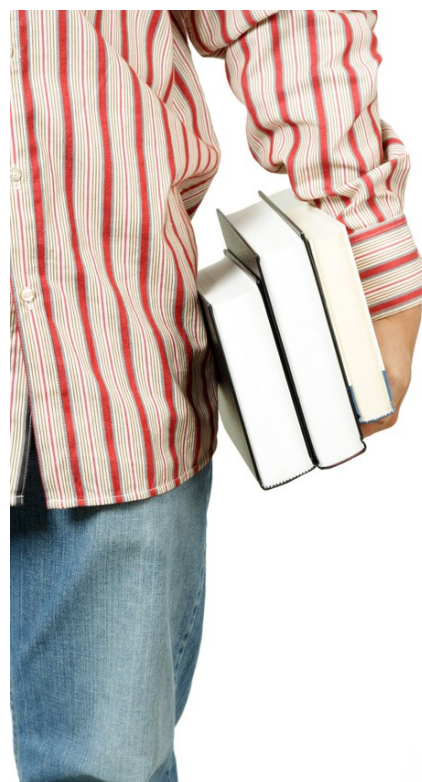
SOCIAL MEDIA: SAMPLE FACEBOOK POSTS

Here are sample Facebook posts of 250 characters or less to allow the entire post to be viewed in the newsfeed.

Do your college plans include nausea, fever, muscle aches and fatigue? If not, visit the *[insert college/university health center name]* today to get vaccinated against the flu. Vaccine is recommended for everyone 6 months and older.

Even healthy people can get the flu and it can be serious. Everyone 6 months of age and older should get vaccinated every year. It's the single best way to prevent the flu.

The single best way to prevent the flu is get vaccinated. Visit the *[insert college/university health center name]* today to receive your flu vaccine.



You CAN afford to get all the recommended vaccines. The Affordable Care Act allows parents to keep children on their health insurance policy until age 26.

www.healthcare.gov/can-i-keep-my-child-on-my-insurance-until-age-26

Vaccines are not just for children. You need them throughout your adult life to stay healthy. That's because immunity from childhood diseases may wear off over time, and you may also be at risk for other vaccine-preventable diseases. www.cdc.gov/vaccines/schedules/easy-to-read/adult.html

Are you fully vaccinated? Take CDC's quiz to find out which vaccines you might need: <http://www2.cdc.gov/nip/adultimmsched/>

Make sure you're up to date on all the vaccines recommended for you. Even healthy young adults need protection from diseases like the flu, whooping cough and HPV. Find out more: www.cdc.gov/vaccines/adults/rec-vac/college.html

Planning to study or travel abroad? Check which vaccines are recommended or required for travel. www.cdc.gov/vaccines/adults/rec-vac/travel.html

Even healthy young adults can get sick with a vaccine-preventable disease. Listen to personal stories at: <http://shotbyshot.org/tag/young-adult/>

**Michigan Department of
Community Health,
Division of Immunization**

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P.O. Box 30195
Lansing, MI 48909

Phone: 517-335-8159

Fax: 517-335-9855

www.michigan.gov/immunize

www.michigan.gov/flu



Michigan Department
of Community Health



Rick Snyder, Governor
James K. Haveman, Director